

REMARKS

Appellant is filing this reply to the Examiner's Answer to respond to the Examiner's statements made in the Answer. In particular, Appellant is responding to only to the Examiner's interpretation of Revashetti in the "Response to Arguments" section on p. 19 of the Answer.

Appellant's independent claims recite correlating supplemental information particular to a user about a product in a database identified in a web page on a device that displays the web page to the user. The Examiner in the Answer states that Revashetti discloses this element because Revashetti discloses "providing supplemental information based upon preferences from a user profile" (Examiner's Answer, p. 19). However, Revashetti does not disclose providing supplemental information particular to a user about a product in a database identified in a web page on a device that displays the web page to the user as claimed. The Examiner appears to be reading this limitation out of the claim. This is improper.

Therefore, Revashetti cannot be properly interpreted as teaching or suggesting correlating supplemental information particular to a user about a product in a database identified in a web page on a device that displays the web page to the user as claimed.

SUMMARY

Claims 17-40 are currently pending. In view of the foregoing and remarks, Appellant respectfully submits that the pending claims are in condition for allowance. Appellant respectfully requests the Board to remove the Examiner's objection and allow the pending claims.

If the Examiner determines the prompt allowance of these claims could be facilitated by a telephone conference, the Examiner is invited to contact Eric Replogle at (408) 720-8300 x7514.

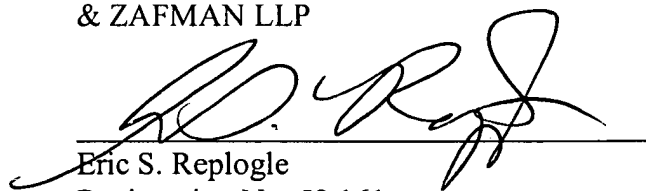
Deposit Account Authorization

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Applicant hereby requests such extension.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR
& ZAFMAN LLP

Dated: March 21, 2008


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